

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W

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R 070552Z AUG 75

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 6518

INTO RUEHDC/USDOC WASHDC

UNCLAS TAIPEI 5050

USDOC FOR BIC/OIM/FE-SA/KELLY

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: BUILDING & CONSTRUCTION MACHINERY & SUPPLIES
EXHIBITION

REF : POTHUISJE/KELLY TELCON 8/5/75

SUMMARY. EMBASSY CONSIDERED OIM'S RECOMMENDATION THAT
SUBJECT SHOW SHOULD BE STAGED IN MAY, 1976. IN VIEW OF
PREPARATION TO DATE, LACK OF ADEQUATE FACILITIES AVAILABLE
IN MAY, PLANNING REQUIRED FOR JUNE SHOW, LIMITED TC STAFF
AND UNCOMFORTABLE MAY WEATHER, EMBASSY RECOMMENDS SUBJECT
SHOW BE HELD IN APRIL, 1976 AS ORIGINALLY SCHEDULED.
REQUEST WASHINGTON ADVISE POST RE GO/NO-GO DECISION.

1. EMBASSY CONCERNED WITH OIM REQUEST TO RESCHEDULE
SUBJECT SHOW IN A MONTH OTHER THAN APRIL, 1976.
PRELIMINARY PLANNING, DESK STUDY, SUPPLEMENT TO DESK
STUDY, AND CONTACTS IN ROC GOVERNMENT AND INDUSTRY
INDICATE THAT THIS EXHIBITION COULD BE ONE OF
TC'S MOST SUCCESSFUL EVENTS. CONSTRUCTION INDUSTRY IN
ROC ENJOYED ANNUAL GROWTH RATE OF 13.5 PERCENT IN 1974
WITH EQUALLY IMPRESSIVE RATE PROJECTED THROUGH 1978.

2. SUBJECT THEME AND TIME FRAME HAVE BEEN IN PLANNING
STAGES SINCE FY'76 PROGRAM WAS FIRST PROPOSED. APRIL,
1976 DATE WAS ADVANCED BY TC PU TAIPEI 5471, 8/24/74
AND WAS LATER CONFIRMED BY OIM. ON JUNE 24, 1975 TC,
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WITH OIM'S CONSENT AND CONFIRMATION OF APRIL, 1976

DATE, SECURED A NO-COST HOLD ON NEW EXHIBITION FACILITIES OF CHINA EXTERNAL TRADE DEVELOPMENT COUNCIL (CETDC) FOR APRIL 12-26, 1976. SINCE THIS FACILITY WAS ESTABLISHED TO PROMOTE ROC EXPORTS, POST IS MOST FORTUNATE TO HAVE BEEN GRANTED USE OF THE AREA TO PROMOTE THE SALE OF U.S. PRODUCTS IN ROC. EXHIBITION GROUNDS AND BUILDINGS, WHICH ARE AIR CONDITIONED, ARE EXCELLENT FACILITIES FOR OFFSITE, INSIDE/OUTSIDE SHOW OF THIS NATURE. CETDC LOCATION NOT AVAILABLE IN MAY. ROC MANUFACTURERS ARE STAGING SHOW FAIR MAY 5-9 AND TRANSPORTATION EXHIBITION MAY 18-22. INTERNATIONAL HOUSE, SITE OF "PRINT '75", FULLY BOOKED IN MAY. EVEN IF AVAILABLE, INTERNATIONAL HOUSE NOT AIR CONDITIONED. AVERAGE TEMPERATURE AND HUMIDITY IN MAY AND JUNE ARE UNCOMFORTABLE FOR LARGE EXHIBITION IN SUCH A FACILITY. BESIDES THESE, TC UNABLE TO LOCATE ADEQUATE ALTERNATIVE SITE.

3. RAINFALL, RECORDED AT 5.9", 12.2" AND 14.1" RESPECTIVELY IN APRIL, MAY AND JUNE, 1975, MUST BE CONSIDERED WHEN AN INSIDE/OUTSIDE EXHIBITION IS PLANNED.

4. TC NEEDS A FIRM FY'76 SCHEDULE IN ORDER TO EFFECTIVELY PLAN AND EXECUTE ITS TRADE PROMOTION PROGRAM. SCHEDULE CHANGES INVOLVING DATES AND SITES SHOULD BE PROGRAMED WELL IN ADVANCE TO AVOID DISRUPTING OR REVISING THE PRELIMINARY PROMOTION AND PLANNING OF A MAJOR EVENT. PLANNING FOR THE SUBJECT EXHIBITION AND OTHER FY'76 EVENTS HAS BEEN THE SUBJECT OF NUMEROUS TELCONS AND OTHER COMMUNICATIONS INVOLVING SHOW DATES, MARKET RESEARCH, SITE LOCATIONS AND PROMOTION. IN VIEW OF CONSIDERATIONS RAISED IN PARAS 1-3 ABOVE, POST URGES THAT OIM STAGE SUBJECT SHOW IN APRIL, 1976 AS ORIGINALLY PLANNED SO THAT EVENT MAY BE PROCURED AND PROMOTED TO ITS FULL POTENTIAL. IN THIS REGARD POST REQUEST WASHINGTON ADVICE ON GO/NO-GO DECISION. UNGER

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